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RARITAN RESTRUCTURES SERVICE NETWORK

Raritan Engineering has restructured its service network to further strengthen customer service. It consolidated operations to its Millville, New Jersey headquarters and manufacturing facility to enable more efficient warehousing and faster order fulfillment, with added reliance on its well-trained and stocked distributors and dealers. With it, Raritan closed and sold its Fort Lauderdale, Florida sales and service location, which saw fewer customers with the advent of online shopping.

Raritan found that combining manufacturing and re-manufacturing at its Millville facility has yielded a better and more consistent product. This also enables more streamlined order processing and shipping of service and repair parts to better respond to customers.

"Customer service has always been a key commitment, both in meeting needs and in terms of product delivery and support. Centralizing operations while further empowering our sales network will continue to elevate those service levels," said Bret Bretnall, Raritan Engineering president.

Since 1956, generations of boatbuilders and owners have relied on Raritan Engineering's quality products. Renowned for its complete range of marine sanitation equipment, it also manufactures ice makers, water heaters and other innovative boating accessories.

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